

Fashion Calendar 1948

8-2-48
FILE

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 30, 1948</u>			
Saturday July 31- August 8	INTERNATIONAL AIR EXPOSITION The Mayor's Committee for the City of New York's Golden Anniversary will present the International Air Exposition at the New York International Airport, Idlewild. General admission: \$1.00. Publicity: Walter Brown, TE. 8-8900.	CITY OF NEW YORK	IDLEWILD AIRPORT

WEEK BEGINNING MONDAY, AUGUST 2, 1948

NEW YORK COLLEGE SHOP OPENINGS AND SHOWINGS

Monday August 2	LORD & TAYLOR Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Monday August 2	BLOOMINGDALE'S Publicity: Karen Hollis, VO. 5-5900.	3RD FLOOR
Tuesday August 3 9:30 A.M. Breakfast	SAKS FIFTH AVENUE Press preview of college fashions by Saks Fifth Avenue will be presented at Beekman Tower, 3 Mitchell Place (at 49th Street). Attendance by invitation only. The Saks Fifth Avenue College Shop will open on Monday, August 9 (see announcement). Publicity: Helen Kauper, PL. 3-4000.	BEEKMAN TOWER
Thursday August 5 3:30 P.M.	ABRAHAM & STRAUS (BROOKLYN) A fashion show will be held in The Special Events Center, 8th floor, coincident with the opening of the college shop on the 3rd floor. Open to public. Publicity: Frances Bemis, TR. 5-7200.	8TH FLOOR
Thursday August 5	OHRBACH'S Girls from 15 colleges will model favorite campus outfits. Publicity: Mark Klauser, SP. 7-9000.	3RD FLOOR
Friday August 6	DE PINNA Publicity: Dorothy Coburn, VO. 5-4800.	4TH FLOOR
Monday August 9	MACY'S NEW YORK Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FLOOR
Monday August 9	SAKS FIFTH AVENUE Publicity: Helen Kauper, PL. 3-4000.	7TH FL., 7TH HEAVEN
Monday August 9	FRANKLIN SIMON & CO. Franklin Simon will open their college shop on Monday, August 9, and will have a fashion show on Thursday, August 12 (time to be announced later). Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERECOLLEGE SHOP OPENINGS (Continued)

Monday August 9	MARTIN'S (BROOKLYN) There will be a college fashion show Thursday, August 26. (See announcement below.) Publicity: Kay Connelly, TR. 5-3100, Ext. 350.	5TH FLOOR
Monday August 9	KRESGE-NEWARK The campus council and high school council is comprised of eleven girls who will model college and high school fashions. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 393.	3RD FLOOR
Wednesday August 11 2:30 P.M.	B. ALTMAN & CO. Showing of college fashions. Open to public. Publicity: Etta Daub, MU. 9-7000.	3RD FLOOR
Saturday August 14 11:00 A.M.	GIMBEL'S College fashion show. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	3RD FLOOR
Monday August 16 3:00 P.M.	SAKS 34TH STREET College fashion show. (Note Change of Date). Open to public. Publicity: Frances Eisner, LA. 4-7000.	3RD FL. SPORTS SHOP
Monday August 16	OPPENHEIM COLLINS (NEW YORK) OPPENHEIM COLLINS (BROOKLYN) Publicity: Evelyn Mandl, WI. 7-8200.	3RD FLOOR 2ND FLOOR
Tuesday August 24 3:00 P.M.	SAKS 34TH STREET College fashions for juniors will be shown. (Note Change of Date). Open to public. Publicity: Frances Eisner, LA. 4-7000.	2ND FLOOR, JR. DEPT.
Thursday August 26 3:00 P.M.	MARTIN'S (BROOKLYN) Presentation of college fashions. Open to public. Publicity: Kay Connelly, TR. 5-3100, Ext. 350.	5TH FLOOR
Saturday August 28 11:00 A.M.	GIMBEL'S Back-to-school fashion show in the Calling All Girls series, entitled "Smooth As A Senior". Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	5TH FLOOR

Monday August 2	PREVIEW OF "WINDOW SHOPPING ON 5TH AVE."	THE WOMAN MAGAZINE	PREVIEW THEATRE 1600 BROADWAY
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Preview of a 15-minute television presentation which will show window displays of Fifth Avenue stores. Director: David H. Lion. M.C.: Lorna Farrell, Fashion Editor of "The Woman". Attendance by invitation. Publicity: Bob Abramson, MU. 5-6400.

Monday August 2- August 11	FRENCH FALL AND WINTER OPENINGS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS FRANCE
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Paris Fall Couturier openings: August 2: Jacques Griffe, Calixte, Marcel Rochas, Vramant, Jean Desses. August 3: Brûyère, Carven, La Faurie, Jacques Fath. August 4: Robert Piquet, Paquin, Schiaparelli, Christian Dior, Maggy Rouff. August 5: Jacques Heim, Marcelle Dormoy, Gres, Balenciaga, Lanvin, Germaine LeCompte, Lucile Manguin, Molyneux. August 6: Pierre Balmain, Mad Carpentier, Madeleine De Rauch, Pierre Clarence, Raphael. August 7: Montaigne. August 9: Marcelle Chaumont. August 10: Patou, Creed. August 11: Heim-Jeunes Filles, Hermes.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 2- August 6	NATIONAL NOTION & NOVELTY SHOW Over 150 notion and novelty manufacturers will exhibit their Holiday and Fall products on the 5th, 6th and 7th floors of the Hotel New Yorker. Show hours: Monday to Thursday, 9:00 A.M. to 5:00 P.M.; Friday, 9:00 A.M. to 3:00 P.M. Contact: George English, Managing Director, PE. 6-5000.	NATIONAL NOTION ASSOCIATION	HOTEL NEW YORKER
Tuesday August 3 10:00 A.M.	OPENING OF NEW DEPARTMENT Lord & Taylor will open a new department of scaled down clothes for the figure 5'4" and under, to be known as the "54 Shop." It will be given over to dresses, suits, and coats designed especially for small figures, and there will be an informal showing. By invitation only. Contact: Lyn Atha, WI. 7-3300.	LORD AND TAYLOR	3RD FLOOR
Tuesday August 3 4:00 P.M. Cocktails	FALL BUDGET MILLINERY FASHION PRESENTATION The following budget milliners will show their hats: Barbara Bretton, Beachurst Hats, Biltmore Hats, Bobsom Hats, Brae-Burn Hats, Chesterfield Hats, Debway, Ermos, Etta-Leen, Abe Fagen, Juno Hats, Kanvin Hat Co., Kenmont Hat Co., Lanrose, Robin, Royal Maid, Ruby Art, Salfair, Sally-Mar, Scheer Bros., Stately Made, Tone-Craft, Work & Levine, Wellow Hat Co. By invitation only. Publicity: Mary Kelley, Millinery Fashion Bureau, LO. 4-2244.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Wednesday August 4 9:30 A.M. Coffee; Brioche	PRESS SHOWING OF FALL DRESSES "Nelly Dons Can Go Anywhere" will be the theme of a press showing of Fall dresses by Nelly Don. Attendance by invitation. Publicity and promotion: Sara Pennoyer, at Nelly Don, Kansas City, Missouri.	NELLY DON	HOTEL PIERRE BALLROOM FOYER
Thursday August 12 4:00 P.M. Cocktails	SHOWING OF FASHIONS FOR TALL GIRLS Preview of Fall and Winter collection of Tall Apparel, suits and coats for girls 5' 7" and over. Attendance by invitation only. Publicity: Violet Porte, Sterling Advertising, LO. 5-4610.	ARDMOOR COATS	PLACE TO BE ANNOUNCED
Monday August 16 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Cesar Rubio will present his Fall millinery collection to the fashion press at cocktails. Attendance by invitation. Publicity: Leonard MacBain, BO. 3-3490.	CESAR RUBIO	40 EAST 50TH STREET SALON
Wednesday August 18 2:30 P.M.	PRESS PREVIEW: READY- TO-WEAR FASHIONS Showing of Stein & Blaine's ready-to-wear Fall fashions, designed by Harriette Harra. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	STEIN & BLAINE	15 WEST 57TH STREET SALON
Beginning Saturday August 21	THIRD POST WAR NATIONAL NOTION FAIR The National Needlecraft Bureau, Inc., will direct promotional activities for the National Notion Fair, which will be observed in retail store notion departments throughout the country. Free display material, personalized publicity stories and advertising mats are available. Contact: George Pounder, LE. 2-4455.	NATIONAL NOTION ASSOCIATION	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 23 12:00 noon Luncheon	PRESS SHOWING OF HOLIDAY SPORTSWEAR Presentation by del Mar Sportswear of their Holiday collection during luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	del MAR SPORTSWEAR	1400 BROADWAY SHOWROOM
Monday August 23- Sept. 19	GOLDEN JUBILEE FASHION SHOW New York's fashion industries will be dramatized as a major part of the Golden Jubilee Celebration. Representatives from the various apparel textile and allied fields are serving on a planning committee to work with Grover Whalen, Chairman of the Mayor's Committee. Fashion Show Committee Chairman: Samuel L. Deitsch of Deitsch, Wersba & Coppola. Fashion Coordinator: Eleanor Lambert. (More details later.) Publicity: for Mayor's Committee: Walter Brown or Walter Blood, TE. 8-8900.	CITY OF NEW YORK	GRAND CENTRAL PALACE 480 LEXINGTON AVE.
Thursday August 26 1:00 P.M. Luncheon	KENETH HOPKINS HATS AT LUNCHEON SHOW Gunther will present the Fall collection of hats by Keneth Hopkins during luncheon at Chatham Walk. Press by invitation. Public by reservation; contact: Mr. Ray, VO. 5-5400. Gunther publicity: Nona James, VO. 5-3440.	GUNTHER	CHATHAM HOTEL CHATHAM WALK
Friday August 27 11:00 A.M.	INTRODUCTION OF NEW GIRL SCOUT UNIFORM Mainbocher has designed a new Girl Scout uniform, which will be introduced to the press. Attendance by invitation only. Mainbocher Publicity: Eleanor Lambert, PL. 5-8580. Publicity for Girl Scouts: Mrs. Ely Maxwell, MU. 2-2505.	MAINBOCHER; GIRL SCOUTS OF AMERICA	ESSEX HOUSE
August 31	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 5).		
Sept. 1	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 5)		
Wednesday Sept. 1 2:30 P.M.	PRESS SHOWING: FALL CUSTOM FASHIONS Alice Orovan will present a preview of her Fall custom fashions. Attendance by invitation only. Contact: Mary Lee, EL. 5-6416.	ALICE OROVAN	785 FIFTH AVENUE SALON
Thursday Sept. 2 9:00 A.M. Breakfast	PREVIEW OF FASHIONS AT BREAKFAST Semi-annual breakfast for the fashion press by Macy's, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 2	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 5)		
Sept. 2	V-J DAY (Thursday)		
Thursday Sept. 2 7:00 P.M.- 7:30 P.M.	"TOTS, TWEENS 'N TEENS": MACY'S TELEVISION SHOW Television program presenting fun and fashions for youngsters, teen-agers and in-betweens, with Macy's New York as program host for the first seven weeks of the series. Participating sponsors will include designers and manufacturers who supply Macy's. Macy's Publicity: Helen Law, CH. 4-2000. Publicity for Television on Parade: Jane Barton, MU. 7-0272.	TELEVISION ON PARADE; MACY'S NEW YORK	STATION WABD DUMONT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 6	LABOR DAY (Monday).		

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday August 31	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday Sept. 1	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Thursday Sept. 2	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 7	<u>HATTIE CARNEGIE</u> At 11:00 A.M.	42 EAST 49TH ST.	PUBL.: SIDNEY WINTERS	WI. 2-2600
Tuesday Sept. 7	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST.	PUBL.: JOAN STAFFORD	CI. 7-4300
Wednesday Sept. 8	<u>FIRA BENENSON</u> At 11:00 A.M.	37 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Wednesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 9	<u>BONWIT TELLER</u> At 12:00 Noon	721 FIFTH AVE. (Buffet Luncheon)	PUBL.: CAROLYN HAIGHT	EL. 5-6800
Thursday Sept. 9	<u>STEIN & BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M. --	691 FIFTH AVE. Designed by Castillo.	PUBL.: ELIZABETH MACKINTOSH	PL. 3-3410
Wednesday Sept. 15	<u>OLDRIC ROYCE</u> At 11:00 A.M.	16 EAST 52ND ST.	PUBL.: ELIZABETH MAHER	EL. 5-4248

Wednesday Sept. 8 3:30 P.M. Cocktails	PRESS PREVIEW: NEW SEAMPRUFE SLIPS Introduction of the new Seamprufe offices and showroom, with a fashion presentation, "X-ray View of the Girl in the Seamprufe Slip." Commentator: Dennis James, radio and television M.C. Cocktails and tour of showroom at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	SEAMPRUFE, INC. 412 FIFTH AVENUE SHOWROOM
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Thursday Sept. 9 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Jaeckel will present fur fashions for Fall and Winter at a luncheon show. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Jaeckel contact: PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JAECKEL, INC. (10 EAST 57) ST. REGIS HOTEL ROOF
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION The Tailored Woman will show new fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Monday Sept. 13	CALIFORNIA RESORT AND SUMMER FASHIONS Gala outdoor opening of Cole of California line of Resort and Summer 1949 beach and near-the-beach fashions will take place the evening of September 13. Attendance by invitation only. The line will be presented in the Los Angeles showroom beginning Tuesday, September 14. Contact: Elizabeth D. Adams, 2615 Fruitland Road, Los Angeles 11, California.	COLE OF CALIFORNIA	846 SO. BROADWAY LOS ANGELES, CAL.
Sept. 13	SCHOOLS OPEN IN MOST COMMUNITIES.		
Tuesday Sept. 14 1:00 P.M. Luncheon	GOWNS AND MILLINERY AT LUNCHEON SHOWING Presentation of custom-made fashions by D'Laurence Roth, with new Fall millinery by Mary Goodfellow. Press by invitation. Public by reservation; contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	D'LAURENCE ROTH; MARY GOODFELLOW	HOTEL PIERRE COTILLION ROOM
Sept. 14- Sept. 15	32ND ANNUAL LEATHER SHOW AT WALDORF-ASTORIA Contact: Tanners' Council of America, 100 Gold Street, BE. 3-0494.		
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL AND WINTER FASHION PREVIEW Showing of Fall and Winter fashions by Arnold Constable at luncheon. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Miss Lou Hutchinson, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Ready-to-wear fashions by Gunther will be presented during luncheon. Press by invitation. Public by reservation; contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 15 2:30 P.M.	JEUNES FILLES FASHION SHOW Presentation of Jacques Heim Jeunes Filles collection at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Thursday Sept. 16 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Macy's will present Fall fashions at a luncheon show. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Macy Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MACY'S NEW YORK	HOTEL PLAZA
Friday Sept. 17- Oct. 17	AMERICAN NEEDLEWORK EXHIBITION American Amateur Needlework of Today. Open to public. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE & 82ND ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 20 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's Fall fashions from three departments: Spectator Sports; Town; and Young Moderns (junior and deb). Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Tuesday Sept. 21 11:00 A.M.	PRESS SHOWING OF ADRIAN FALL CLOTHES Gunther will present the Adrian collection of Fall and Winter clothes to the press in the Adrian Room at 11:00 A.M. Attendance by invitation. Showings for customers will be held Sept. 21 at 3:00 P.M.; Sept. 22, at 11:00 A.M. and 3:00 P.M.; Sept. 23, at 11:00 A.M. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE ADRIAN ROOM
Tuesday Sept. 21 4:00 P.M. Cocktails	PRESS SHOWING OF CUSTOM FURS Preview of custom furs for Fall and Winter, designed by Dragonette. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ACKERMAN-BLATT	60 EAST 56TH STREET SALON
Thursday Sept. 23 1:00 P.M. Luncheon	NEW FASHIONS AT LUNCHEON SHOW Presentation of fashions by Milgrim at luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Hotel Plaza Fashion Publicity: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MILGRIM	HOTEL PLAZA TERRACE ROOM
Monday Sept. 27 1:00 P.M. Luncheon	SHOWING OF FASHIONS FOR TALL GIRLS "Long View of Fall Fashions" -- presentation by Peg Newton of complete wardrobe for tall gals. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, MU. 8-2170. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Tuesday Sept. 28 1:00 P.M. Luncheon	HAND KNIT FASHIONS AT LUNCHEON SHOW Presentation of custom-made knit fashions by Mimi Pearce, who also instructs women in the knitting of their own clothes. Attendance by invitation. Contact: Mimi Pearce, RE. 7-8110. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 29 1:00 P.M. Luncheon	"FURS FOR '49" AT LUNCHEON SHOW Dein-Bacher of the Waldorf will present their new fur fashions during luncheon. Press by invitation. Public by reservation; contact: EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 29 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS Altman's, in conjunction with Good Housekeeping Magazine, will present a showing of Fall fashions which will retail for under fifty dollars. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	THIRD FLOOR

MUSIC...MOVIES...THEATRES...TELEVISION

Saturday
July 31 PREMIERE: "FOUR FACES WEST" (Movie) GLOBE THEATRE, 46TH ST. & BROADWAY
United Artists release of the Saturday Evening Post story, "Paso Por Aqui,"
a documentary film set in old New Mexico. The stars are: Joel McCrea,
Frances Dee, Charles Bickford. Produced by Harry Sherman; directed by
Alfred E. Green. Wardrobe: Alfred Berke. Publicity: Tess Michaels,
CI. 5-6000.

Monday
August 2 FINAL WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM
Monday, August 2: Soloists: Frances Magnes, Violinist; Marisa Regules,
Pianist. Program: Tschaikovsky, Shubert, Schuman.
Tuesday, August 3: Soloists: Werner Lywen, Violinist; Toni and Rosi
Grunschlag, Duo-Pianists. All Mozart Program.
Wednesday, August 4: Soloist: Ampara Iturbi, Pianist. Enrico Leide
conducting. Program: Weber, Mendelssohn, Schubert, Liszt.
Thursday, August 5: Soloists: Polyna Stoska, Soprano; Mario Berini, tenor.
Viennese program. Robert Stolz conducting.
Saturday, August 7: Final Concert. Soloists: Gladys Swarthout, Annamary
Dickey, Thomas Hayward, Robert Weede. Rodgers and
Hammerstein program of American show tunes. Alexander
Smallens conducting.
Publicity: Margaret Hartigan, CI. 6-4462.

Tuesday
August 3 PREMIERE: "BEYOND GLORY" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount production of the William Wister Haines story set at West Point
and concerning a World War II hero with a guilt complex. Starring Alan
Ladd, Donna Reed, George Macready. Produced by Robert Fellows; directed
by John Farrow. Costumes: Edith Head. Publicity: Rex Taylor, BR. 9-8700.

Wednesday
August 4 PREMIERE: "THE WALLS OF JERICHO" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century Fox film of small-town life in Jericho, Kansas, based on
novel by Paul I. Wellman. Starring Cornel Wilde, Linda Darnell, Anne
Baxter, Kirk Douglas. Director: John M. Stahl. Producer: Lamar Trotti.
Costumes: Kay Nelson. Publicity: Jeannette Sawyer, CO. 5-3320.

Wednesday
August 4 PREMIERE: "RETURN OF THE BAD MEN" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47 ST.
RKO Radio Pictures presentation starring Randolph Scott, Robert Ryan,
Anne Jeffreys, George "Gabby" Hayes. A western story dramatizing the
opening-up of the Oklahoma Territory in 1889. Produced by Nat Holt;
directed by Ray Enright. Gowns by Renie. Publicity: Rutgers Neilson,
CO. 5-6500.

Thursday
August 5 PREMIERE: "A DATE WITH JUDY" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. AT 50ST.
Metro-Goldwyn-Mayer's Technicolor musical dramatizing a teen-ager and her
family. Starring Wallace Berry, Jane Powell, Elizabeth Taylor. Directed
by Richard Thorpe; produced by Joe Pasternak. Costumes by Helen Rose.
Publicity: Herbert Crooker, BR. 9-7800.

Saturday
August 14 RE-SHOWING: "LIFE WITH FATHER" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
Warner Brothers brings the delightful Day family to the screen, recreating
life in New York City in 1880 in Technicolor. Cast is headed by William
Powell, Irene Dunne, Elizabeth Taylor, Edmund Gwenn. Directed by Michael
Curtiz; produced by Robert Buckner. Costumes: Milo Anderson. Publicity:
Eve Siegel, CI. 6-1000.